

IN THE CLAIMS

Claims 1-26 (Canceled).

27 (Currently Amended). A system comprising:

a receiver to receive content with an information segment and a plurality of advertisements, said information segment having at least one ad entry, said ad entry having a field in the form of an interruption point specifier to indicate a point to insert an advertisement in said content;

a cache, coupled to said receiver, to store said content with said information segment and ~~advertisement~~ said plurality of advertisements; and

an interface, in said receiver, ~~to utilize said information segment~~ to identify a content location and an advertisement, out of said plurality of advertisements, to insert in said location, ~~said interface to utilize said information segment~~ to identify, based on data from the interruption point specifier, said location while said content is still stored in said cache.

28 (Currently Amended). The system of claim 27 wherein said interface to utilize ~~an info segment with an interruption point specifier to indicate a point to insert the advertisement in the content~~ a content identifier to associate said information segment with said content.

29 (Currently Amended). The system of claim 27 wherein said interface to utilize an info segment having a plurality of fields, one field comprising ~~[[an]]~~ said interruption point specifier to indicate a point to insert the advertisement in the content, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

30 (Currently Amended). The system of claim 29 wherein ~~said interface to utilize an info segment having an ad entry,~~ said ad entry includes ~~having~~ said plurality of fields, said interface to use data from said fields to control the relationship between the content and said plurality of advertisements.

31 (Previously Presented). The system of claim 27 wherein said cache stores an electronic programming guide having a program identifier and an associated info segment, said electronic programming guide to enable locating the info segment corresponding to a selected program.

32 (Previously Presented). The system of claim 27 wherein said system is a television receiver.

33 (Previously Presented). The system of claim 27 wherein said system is connected to a presentation device through a wireless connection.

34 (Previously Presented). The system of claim 27 wherein said location is where the sound volume goes to zero.

35 (New). The system of claim 28 wherein said content identifier is a hashed value of a closed caption text.

36. (New). The system of claim 28 wherein said content identifier is a VCR plus number.

37 (New). The system of claim 29 wherein said resume indicator to indicate if a user can override the insertion of an advertisement.

38 (New). The system of claim 37 wherein said system detects the activation of a button on a remote control unit to override the insertion of an advertisement.

39 (New). A system comprising:
a receiver to receive content with an information segment and a plurality of advertisements;
a cache, coupled to the receiver, to store said content as a contiguous block, said information segment, and said plurality of advertisements; and
an interface, in said receiver, to extract data from the information segment and use the extracted data to associate the information segment with the content item, to identify a location in said content to insert an advertisement, and to identify an advertisement out of said plurality of advertisements to insert in said location, the interface to identify the location while the portion of the content having the location is still stored in the cache.

40 (New). The system of claim 39 wherein said interface to use an information segment having an ad entry including a plurality of fields, one field comprising an interruption point specifier to indicate a point to insert the advertisement in the content, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.